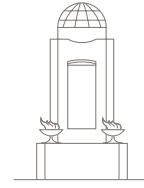


FAENA  
VERSAILLES

CLASSIC

BY WILLIAM SOFIELD



“My first encounter with Roy F. France and South Beach was in the early 1980s. I will never forget the silhouette of the derelict St. Moritz, the warm breeze, the electric night sky. It was full of expectation of all the beauty and personality that modern America could imagine, and a nod to an exotic European heritage. With the Versailles I’ve been offered the opportunity to recapture that moment. It’s not enough to mine and regurgitate Art Deco. Built of cinder concrete and endless terraces, the materiality of the building in no way does justice to the air of fantasy and the embrace of a modern, hopeful future that is the true legacy of Roy F. France and the era of the original Versailles.”

WILLIAM SOFIELD

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## LOCATION

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An inspired interpretation of the historic Versailles Hotel, the Classic building at Faena Versailles offers 22 custom designed residences by William Sofield. Owners at Faena Versailles will enjoy exclusive neighborhood privileges.

Located in Miami's most highly anticipated destination, the Faena District features a perfect balance of exquisite residences, the uniquely luxurious Faena Hotel, innovative and immersive entertainment, destination shopping, as well as the remarkable Faena Forum. Architecture and design by award-winning talents: Foster + Partners, Rem Koolhaas/OMA, Bazmark, Studio Sofield and Raymond Jungles.



*On the Ocean and 35th Street*

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## THE TRANSFORMATION

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The vision was to enhance the historic façade of the building, created in 1940 during the height of Miami Art Deco, and reflect this aesthetic in the interiors while adding a high level of detailing and a focus on rich materials.

The thoughtfully appointed homes will marry the flexibility of open-plan modern beach living with the details evocative of William Sofield's approach to design.

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*Lobby*

The famed lobby, flanked by four grand historic columns, terrazzo flooring and custom chandeliers, will look onto an outdoor veranda with a large reflecting pool and view to the ocean.



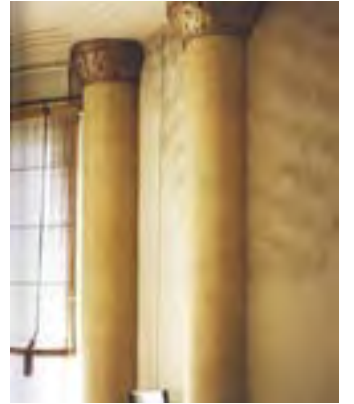
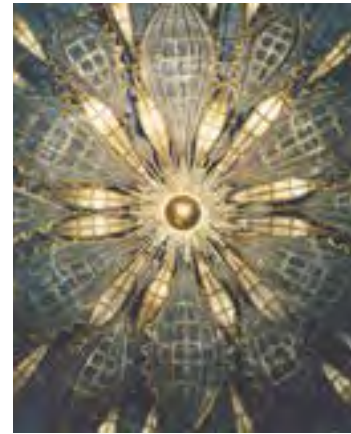




#### *Amenities*

The sumptuous Deco-inspired indoor spaces are complemented by the signature Orangerie, an open air respite where the ultimate in beach resort living begins. Owners will also enjoy amenities such as valet parking, a fitness center facing the ocean and an attended pool and Beach Club.



















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## WILLIAM SOFIELD

A Modernist by temperament and a Historicist by training, William Sofield is considered one of the most thoughtful talents of his generation.

In 1983, Mr. Sofield received his degree in Architecture and Urban Planning from Princeton University, following an academic focus on Art History and European Cultural Studies. He was later honored as a recipient of the Cooper Hewitt National Design Award for Interior Design in 2010.

He founded Studio Sofield in 1996 with the expressed goal of integrating multiple design disciplines. His body of work encompasses both residential and commercial projects, with clients as varied as Brice and Helen Marden, Tom Ford, The SoHo Grand Hotel, David Barton Gyms and Kohler Interiors. He recently designed the award winning residential tower at 135 East 79th Street in New York for The Brodsky Organization and has forthcoming residential projects underway with JDS Development Group and Icon Realty Management.

Retail store design includes new concepts for Coach, Derek Lam and Ferragamo as well as a continued collaboration with Tom Ford including flagships in London, Milan, New York, Dubai, Tokyo, Beverly Hills and more.

Rounding out large scale projects are his furniture designs for McGuire and kitchen and bath lines with Kallista.

## FAENA

Founded by Alan Faena, Faena Group specializes in the creation of one-of-a-kind holistic environments anchored in cultural experiences and socially responsible projects that integrate residences and hotels with art and cultural spaces.

Faena Group is rooted in ideas and concepts that have the power to reshape and enhance our world. All of its projects are destination landmarks that inspire original thinking and cultural interaction.

Since 2000, Alan Faena has partnered with Len Blavatnik, a business leader with global interests in natural resources, media, entertainment, telecommunications, and real estate; together they have transformed an abandoned stretch of property, the docklands of Puerto Madero, into one of the most valuable pieces of real estate in Latin America.

The Faena Group's success in Argentina has consolidated the company's expertise in urban development. In 2015, Miami Beach will see the launch of the first phase of the Faena Group's global expansion.

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# FAENA DISTRICT

**1**  
Faena Versailles Classic  
*Studio Sofield*  
*William Sofield*

**2**  
Faena Versailles Contemporary  
*Leitersdorf Haw Architecture*  
*Brandon Haw*

**3**  
Faena House  
*Foster + Partners*  
*Brandon Haw*

**4**  
Faena Hotel Miami Beach  
*Bazmark*  
*Baz Luhrmann*  
*& Catherine Martin*

**5**  
Faena Forum  
*Rem Koolhaas/OMA*  
*Shohei Shigematsu/OMA*

**6-7-8**  
Marina - Bazaar - Park  
*Rem Koolhaas/OMA*  
*Shohei Shigematsu/OMA*

**9**  
Casa Claridge

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# THE COLLABORATORY

We have commissioned a group of standout talents to create an urban installation without equal.

Foster + Partners, Brandon Haw, Rem Koolhaas/OMA, Shohei Shigematsu/OMA, William Sofield, Baz Luhrmann & Catherine Martin, Raymond Jungles, Juan Gatti, Studio Job and Francis Mallmann among many others, are part of the chosen team to transform our dreams for Faena District Miami Beach into reality.



Sir Norman Foster



Rem Koolhaas



Shohei Shigematsu



Brandon Haw



William Sofield



Baz Luhrmann and Catherine Martin



Studio Job



Juan Gatti



Francis Mallmann



Raymond Jungles

